

Advertising (R. White)

- Help communicate relevant info about brand & emotional values to make brand as strong & attractive as possible.
- Involves informing, persuading & motivating, maintaining established reputation or image of brand once it has developed position in market.
- Shift over time from aggressive to defensive stance to protect ground won.

Consumer response models

Traditional view

- AIDA model developed by Elmo St J. Lewis in 1898 or Hierarchy of Effects model
- Fundamental assumption= ads powerful force

4 classic response models

- AIDA model
- Hierarchy of effects model
- Innovation-Adoption model
- Communications model

Modern analysis

- People are more experienced - do things to or with ads. Not passive.
 - Decide which ads they will take any notice of & may pay attention to only part of ad.
 - Even resistant to looking at ads at all
 - Derision or discussion.
- Goal: get customers to know enough about the brand so that next time they're in market, they choose it.

- Rarely any immediate action (except direct response ads).
 - result: when they next go shopping or run out of the product category
- Ads depend on what sticks in memory

Frameworks

- 1992, Mike Hall & David Maclay (UK) conducted research in ad - interviewed advertisers & agencies
--> *See handout*

Stages of advertising sophistication

Mary Goodyear (1991)

- **Immature**
 - Product description
 - Factual, optimistic, rational
 - Pack shots, product attributes
 - consumer as target for rote learning

- **Developing** : Product choice
 - Product attributes - competitive
 - Demonstration of superiority
 - Rational argument
 - Brand name emphasis
 - Consumer as target for persuasion
- **Developed** : Brand choice
 - Brand emphasis
 - Focus on consumer benefits
 - Celebrity endorsements
 - Or 'ordinary' consumer testimonials
 - Ads straddle rational and emotional
 - Consumer as chooser

- **Mature** : Brand involvement
 - Lifestyle-based brand stories
 - Shorthand brand values
 - Identification and reinforcement
 - Consumer involvement

- **Sophisticated** : advertising as focus
 - Ads as entertainment
 - Brand as symbol
 - Poetic, allusory style
 - Consumer as critic

- **Andrew Ehrenberg**==> true brand loyalty is rare specially for FMCG markets.
- Much dictated by past experience.
- Ads => merely keep the brand in minds (salience)
[Attention=> Trial => Nudging => Reinforcement]
- **John Philip Jones** (*When Ads Work*)=> ads can have quite strong short-term effects, but eventually watered down by counter-effects of competitive activity over longer term.

***I know that half of my
advertising is wasted
but I don't know
which half***

Two-fold problem

- Ample evidence that for some brands, some of the time, ad undoubtedly has powerful effect on brand's performance, right down to the bottom line -profit
- It is possible to use mathematical techniques of econometrics to measure with some precision effects of different types of marketing activities on brand sales but complex and costly procedure + for most established brands, realistic objective= sustain level of sales and market share (defensive)